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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/626,347	07/26/2000	Albert Henricus Franciscus de Heer	GDT1P001	8436

64313 7590 08/08/2007
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EXAMINER

DARNO, PATRICK A

ART UNIT	PAPER NUMBER
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2163

MAIL DATE	DELIVERY MODE
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08/08/2007

PAPER

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DETAILED ACTION

1. Claims 18-24 are new. Claims 1-2, 4, 6-9, and 11-17 have been amended. Claim 10 has been cancelled. Therefore, claims 1-9 and 9-24 are pending in this office action.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. Claims 1-24 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent Number 5,740,425 issued to David Povilus (hereinafter “Povilus”) in view of U.S. Patent Application Publication Number 2003/0130905 issued to William G. Foster et al. (hereinafter “Foster”) and further in view of U.S. Patent Number 7,107,226 issued to Patrick Cassidy et al. (hereinafter “Cassidy”).

Claim 1:

Povilus teaches “at least one class definition, each class definition...associated categories...” (*Povilus: see abstract – i.e. “defining classes of product groupings...”*) “a plurality of category definitions...attribute group...” (*Povilus: see col. 54, lines 46-66*) “a plurality of attribute group definitions, each...having an associated possible value list that identifies...” (*Povilus: see col. 14, lines 57-67, whereas Povilus’ teachings of characteristics that differentiate each class...grouping...”, clearly teaches group definitions having a value list that identifies values as indicated in applicant’s claim language*).

Povilus does not teach “a plurality of possible value list each possible value list...so as to minimize potential error during inputting and storing of product data...” However, **Foster**

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teaches “a plurality of possible value list each possible value list...so as to minimize potential error during inputting and storing product data...” (*Foster: see paragraph [0024], [0033], and [0066]*).

It would have been obvious at the time of the invention for one of ordinary skill in the art to have combined the teachings of Povilus and Foster, because using the steps of “a plurality of possible value list each possible value list...so as to minimize potential error during inputting and storing of product data...” would have given those skilled in the art the ability to designate classes of product data by grouping them in regards to a data model. This gives users the advantage of processing product information according to groups more accurately.

Povilus does not explicitly teach “a plurality of predetermined, user selectable...predetermined, user selectable values.” **Cassidy** teaches “a plurality of predetermined, user selectable...predetermined, user selectable values” (*Cassidy: see col. 4, lines 36-57 and col. 5, lines 39-63*).

It would have been obvious at the time of the invention for one of ordinary skill in the art to have combined the teachings of Povilus and Cassidy above, because using the steps of “a plurality of predetermined, user selectable...predetermined, user selectable values”, would have given those skill in the art the ability to provide predetermined attributes and values regarding the inputting of data electronically. This gives users the advantage of receiving the most accurate data via an input mechanism more efficiently.

Claim 2:

Claim 2 is rejected on grounds corresponding to arguments given above for rejected claim 1 and is similarly rejected including the following:

--**Povilus** teaches “a plurality of possible unit lists each possible...” (*Povilus*: see col. 13, lines 34-67 and col. 14, lines 1-24, whereas *Povilus*’ block...”, is equivalent to applicant use of the term “unit”).

Claims 3 & 4:

Claims 3 and 4 are rejected on grounds corresponding to the arguments given for rejected claims 1-2 and are similarly rejected including the following:

--**Povilus** teaches “possible value list is combined with each one...a normalized value” (*Povilus*: col. 19, lines 15-27).

Claim 5:

Claim 5 is rejected on grounds corresponding to the arguments given above for rejected claim 1 and is similarly rejected including the following:

Povilus teaches attributes associated with a data capture priority indicator that assigns priorities...” (*Povilus*: see col. 14, lines 64, whereas *Povilus*’ inheritance block with attributes incorporate an order or priority of attributes associated with the different blocks, therefore teach attributes with a priority that assigns priorities as taught by the applicant above.).

Claim 6:

Claim 6 is rejected on the grounds corresponding to the arguments given above for rejected claim 1 and is similarity rejected including the following:

Povilus teaches “a possible countries table specifying one or more countries that are selectable as countries for which a product is adapted for sale” (*Povilus*: see figure 19 – sheet 14 of 38 and col. 19-20, lines 57-67, and 1-30 respectively; whereas *Povilus*’ table clearly has placeholders for variable information (i.e., countries) that are selectable with a sale element attached, as indicated by the applicant’s claim language above.).

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Claim 7:

Claim 7 is rejected on grounds corresponding to the arguments given above for rejected claims 1 and 6 and is similarly rejected including the following:

Povilus teaches “platforms that are compatible with a specific product” (*Povilus: see col. 19, lines 24-67*).

Claim 8:

Claim 8 is rejected on grounds corresponding to the arguments above for rejected claim 1 and is similarly rejected including the following:

Povilus teaches “a plurality of manufacturer SKUs...SKU system...” (*Povilus: see col. 6, lines 47-67*) “a customer mapping table that maps each system SKU to a customer...” (*Povilus: col. 22, lines 20-67*).

Claim 9 and 11:

Claim 9 is rejected on grounds corresponding to the arguments given above for rejected claims 2-3 and is similarly rejected including the following:

Claim 11 is rejected on grounds corresponding to the arguments given above for rejected claim 1 and is similarly rejected including the following:

Povilus teaches “a category identifier associated with each one of the plurality of products...corresponding product” (*Povilus: see col. 3, lines 8-54*).

Claim 12:

Claim 12 is rejected on the grounds corresponding to the arguments given above for rejected claim 1 and is similarly rejected including the following:

Povilus teaches “a manufacturer product description associated with each one of the...describing standard features of the associated product” (*Povilus*: see col. 51, lines 34-67).

Claim 13:

Claim 13 is rejected on grounds corresponding to the arguments above for rejected claim 1 and is similarly rejected including the following:

Povilus teaches “an image table including link to one or more images illustrating the plurality of products...” (*Povilus*: see col. 25, lines 16-50).

Claim 14:

Claim 14 is rejected on grounds corresponding to the arguments given above for rejected claim 1 and is similarly rejected including the following:

Povilus teaches “a marketing description for selected...products” (*Povilus*: see col. 33, lines 55-67 and col. 34, lines 5-25).

Claims 15 & 16:

Claims 15-16 are rejected on grounds corresponding to the arguments given above for rejected claims 1, and 6-7 and are similarly rejected.

Claim 17:

Claim 17 is rejected on grounds corresponding to the arguments given above for rejected claim 1 and is similarly rejected including the following:

Povilus teaches “a product compatibility table including platform compatibility...” (*Povilus*: see col. 29, lines 45-67 and col. 30, lines 30-56).

Claim 18:

Claim 18 is rejected under the same reasons set forth in the rejection of claim 1.

Claim 19:

Claim 19 is rejected under the same reasons set forth in the rejection of claim 2.

Claim 20:

Claim 20 is rejected under the same reasons set forth in the rejection of claim 4.

Claim 21:

Claim 21 is rejected under the same reasons set forth in the rejection of claim 5.

Claim 22:

Claim 22 is rejected under the same reasons set forth in the rejection of claim 6.

Claim 23:

Claim 23 is rejected under the same reasons set forth in the rejection of claim 7.

Claim 24:

Claim 24 is rejected under the same reasons set forth in the rejection of claims 1 and 8.

Response to Arguments

As per Applicant's arguments regarding the combination of references cited "...the cited references of Povilus, Foster et al., and Cassidy et al., even in combination, still fails to disclose, teach, or otherwise suggest the invention as claimed..." Examiner disagrees; Each element of the Applicant's claims has been mapped to the prior art above. At the very least, it is abundantly clear that each element of independent claim 1 is found in the prior art of record. Furthermore, proper motivation to combine cited references was given in the preceding office action.

As per Applicant's arguments "The Examiner's characterization in the present office action of what the Povilus patent discloses is clearly improper, and the Applicant's respectfully request the withdrawal of the Examiner's assertions as to the features disclosed by the Povilus

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patent...” Examiner disagrees. The Examiner maintains that the cited portions of Povilus adequately read on the Applicant’s claimed invention.

As per Applicant’s arguments “The cited secondary Foster et al. reference fails to cure the deficiencies of the primary Povilus reference in that, as noted in the prior amendment, the Foster reference merely discloses pull down type menus with nesting sub-menus for identifying a product in an existing catalog...” Examiner disagrees. The teachings of Foster at paragraphs [0024], [0033], and [0066] reads on the Applicant’s claim limitation of “...a plurality of possible value list each possible value list...so as to minimize potential error during inputting and storing of data...” Therefore, the rejections given under 35 U.S.C. 103(a) are upheld.

As per Applicant’s arguments “...it is respectfully submitted that even if there was motivation to modify Povilus with Foster et al. and Cassidy et al., such combination still does not result in a system with value lists recited in independent claim 1...” Examiner disagrees. Each element of the Applicant’s claimed invention has been mapped to the prior art above. And proper motivation was given to combine the references.

All remaining arguments simply consist of accusations and allegations instead of specifically and distinctly pointing out errors in the Examiner’s office action. No supporting rationale is given to support the allegations set forth by the Applicant.. The Examiner reminds the Applicant of his/her responsibility under 37 C.F.R. 1.111(b). The Examiner directs the Applicant back to the Examiner’s preceding office action and the rejections will be maintained until further evidence or explanation is given as to why the rejections should be overturned.

Contact Information

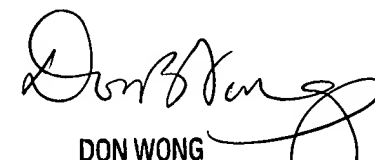
Any inquiry concerning this communication or earlier communications from the examiner should be directed to Patrick A. Darno whose telephone number is (571) 272-0788. The examiner can normally be reached on Monday - Friday, 9:00 am - 5:30 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Don Wong can be reached on (571) 272-1834. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

PAD

Patrick A. Darno
Examiner
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